Amendment to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently Amended) A computer-implemented method for performing a data analysis process, the method comprising:

accessing an input identifying a data analysis process;

accessing user-defined data associated with the data analysis process, the user-defined data including sub-process indicators defining the data analysis process, each sub-process indicator identifying a sub-process associated with the data analysis process, wherein:

at least one identified sub-process is a deployment sub-process for storing, in electronic storage, a data attribute created in another one of the identified sub-processes, and

at least one identified sub-process is (1) an extraction sub-process for extracting data from a transactional data source, (2) a transformation sub-process for transforming data extracted from the ~~transaction~~ transactional data source from a data format used by the transactional data source to a data format used for analytical processing, (3) a loading sub-process for loading data into an analytical data source that is used for analytical processing, or (4) a data mining sub-process for creating a data attribute by performing an analytical process on data from the analytical processing data source; and

performing the sub-processes identified by the ~~accessed~~ sub-process indicators included in the user-defined data.

2. (Cancel)

3. (Currently Amended) The method of claim [[2]] 1 wherein performing the deployment sub-process to store the data attribute in electronic storage comprises performing the deployment sub-process to store the ~~stores the created~~ data attribute in one of [[the]] a

transactional data source, ~~a second transactional data store other than the first transactional data source,~~ or ~~a second~~ an analytical data store used for analytical processing.

4. (Currently Amended) The method of claim 1 wherein one of the ~~accessed~~ sub-process indicators is associated with a computer program that causes the indicated sub-process to be performed.

5. (Original) The method of claim 1 further comprising accessing meta-data elements to be used in the data analysis process wherein each meta-data element is associated with 1) a corresponding data element in the transactional data source, 2) a corresponding data element in the analytical process data source, or 3) both a corresponding data element in the transactional data source and a corresponding data element in the analytical process data source.

6. (Original) The method of claim 1 wherein each of the identified sub-processes are capable of sending messages that are sent using the same message format.

7. (Original) The method of claim 6 further comprising:

having one of the identified sub-processes send a message to another of the identified sub-processes; and

having the identified sub-process that receives the message perform a process in response to receiving the message.

8. (Original) The method of claim 1 further comprising:

accessing an indication defining how a particular error is to be processed during the data analysis process; and

when the particular error is detected during the data analysis process, processing the particular error based on the indication defining how the particular error is to be processed.

9. (Original) The method of claim 1 further comprising:

accessing an indication identifying a computing device or a component of a computing device to be used during the execution of one of the identified sub-processes; and

using the identified computing device or the component of the computing device during the execution of the one of the identified sub-processes based on the accessed indication.

10. (Currently Amended) The method of claim 1 wherein ~~further comprising:~~

~~accessing~~ the user-defined data provides an indication identifying an order for performing the identified sub-processes,[[;]] and performing the sub-processes comprises performing the sub-processes in the order identified by the user-defined data.

~~controlling order of execution of the identified sub-processes such that the order is based on the accessed indication identifying the order for performing the identified sub-processes.~~

11. (Original) The method of claim 1 further comprising:

accessing an indication identifying when the data analysis process is to be initiated; and

controlling initiation of the data analysis process such that the initiation is based on the accessed indication.

12. (Currently Amended) A computer program product tangibly embodied in a computer readable medium ~~an information carrier~~, the computer program product including instructions that, when executed, perform a data analysis process, and is configured to:

access an input identifying a data analysis process;

access user-defined data associated with the data analysis process, the user-defined data including sub-process indicators defining the data analysis process, each sub-process indicator identifying a sub-process associated with the data analysis process, wherein:

at least one identified sub-process is a deployment sub-process for storing, in electronic storage, a data attribute created in another one of the identified sub-processes, and

at least one identified sub-process is (1) an extraction sub-process for extracting data from a transactional data source, (2) a transformation sub-process for transforming data extracted from the ~~transaction~~ transactional data source from a data format used by

the transactional data source to a data format used for analytical processing, (3) a loading sub-process for loading data into an analytical data source that is used for analytical processing, or (4) a data mining sub-process for creating a data attribute by performing an analytical process on data from the analytical processing data source; and

perform the sub-processes identified by the ~~accessed~~ sub-process indicators included in the user-defined data.

13. (Cancel)

14. (Currently Amended) The computer program product of claim [[13]] 12 wherein performing the deployment sub-process to store the data attribute in electronic storage comprises performing the deployment sub-process to store the ~~stores the created~~ data attribute in one of [[the]] a transactional data source, ~~a second transactional data store other than the first transactional data source,~~ or ~~a second~~ an analytical data store used for analytical processing.

15. (Currently Amended) The computer program product of claim 12 wherein one of the ~~accessed~~ sub-process indicators is associated with a computer program that causes the indicated sub-process to be performed.

16. (Original) The computer program product of claim 12 is further configured to access meta-data elements to be used in the data analysis process wherein each meta-data element is associated with 1) a corresponding data element in the transactional data source, 2) a corresponding data element in the analytical process data source, or 3) both a corresponding data element in the transactional data source and a corresponding data element in the analytical process data source.

17. (Original) The computer program product of claim 12 wherein each of the identified sub-processes are capable of sending messages that are sent using the same message format.

18. (Original) The computer program product of claim 17 is further configured to:

send a message from one of the identified sub-processes to another of the identified sub-processes; and

have the receiving sub-process perform a process in response to receiving the message.

19. (Original) The computer program product of claim 12 further configured to:

access an indication defining how a particular error is to be processed during the data analysis process; and

when the particular error is detected during the data analysis process, process the particular error based on the indication defining how the particular error is to be processed.

20. (Original) The computer program product of claim 12 further configured to:

access an indication identifying a computing device or a component of a computing device to be used during the execution of one of the identified sub-processes; and

use the identified computing device or the component of the computing device during the execution of the one of the identified sub-processes based on the accessed indication.

21. (Currently Amended) A system for performing a data analysis process, the system comprising a processor connected to a storage device and one or more input/output devices, wherein the processor is configured to:

access an input identifying a data analysis process;

access user-defined data associated with the data analysis process, the user-defined data including sub-process indicators defining the data analysis process, each sub-process indicator identifying a sub-process associated with the data analysis process, wherein:

at least one identified sub-process is a deployment sub-process for storing, in electronic storage, a data attribute created in another one of the identified sub-processes, and

at least one identified sub-process is (1) an extraction sub-process for extracting data from a transactional data source, (2) a transformation sub-process for transforming data extracted from the ~~transaction~~ transactional data source from a data format used by the transactional data source to a data format used for analytical processing, (3) a loading

sub-process for loading data into an analytical data source that is used for analytical processing, or (4) a data mining sub-process for creating a data attribute by performing an analytical process on data from the analytical processing data source; and

perform the sub-processes identified by the ~~accessed~~ sub-process indicators included in the user-defined data.

22. (New) The method of claim 1 wherein the sub-process indicators identify multiple sub-processes of the same type.

23. (New) The method of claim 1 wherein the sub-process indicators comprise a first sub-process indicator that identifies a sub-process of a first type and a second sub-process indicator that identifies a sub-process of the first type.

24. (New) The method of claim 23 further comprising:

accessing data identifying a first user-defined parameter for the first sub-process indicator; and

accessing data identifying a second user-defined parameter for the second sub-process indicator, the second user-defined parameter for the second sub-process indicator being different than the first user-defined parameter for the first sub-process indicator,

wherein performing the sub-processes comprises performing the sub-process of the first type identified by the first sub-process indicator in accordance with the first user-defined parameter and performing the sub-process of the first type identified by the second sub-process indicator in accordance with the second user-defined parameter.

25. (New) The method of claim 1 further comprising:

accessing data identifying one or more user-defined parameters for each of the sub-process indicators,

wherein performing the sub-processes comprises performing the sub-processes in accordance with the accessed user-defined parameters.

26. (New) The method of claim 10 wherein the user-defined data is first user-defined data, the first user-defined data including first sub-process indicators and providing an indication identifying a first order for performing the first sub-processes, the first order for performing the first sub-processes being different than a second order for performing the first sub-processes identified by second user-defined data including the first sub-process indicators.